
	<h2>Town of Vegreville Policy</h2>
Policy No.: Policy Title: Approval Date: Revised Date: Department:	GOV-1007 Public Engagement Policy August 13, 2018 Strategic Services


Policy Statement:

The Town of Vegreville recognizes that decisions are improved by engaging citizens and other stakeholders where appropriate. The purpose of this policy is to establish a framework for a consistent and effective approach for public engagement and outline expectations for public engagement with residents and stakeholders.

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1.0 Reason for Policy

To help define the parameters when considering the use of public engagement in the information gathering process of decision making regarding creation or changes to programs, services or initiatives, or when mandated by legislature.

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2.0 Definitions

- 2.1 Administration** means Town Employee or contracted consultant who is administering the platform of public engagement for a specific purpose
- 2.2 CAO** means Chief Administrative Officer of the Town of Vegreville
- 2.3 Public Engagement** means formal, defined, interactive process between the Town and stakeholders designed to increase mutual understanding, gather information, exchange ideas, and /or solve problems with the goal of making better, more informed decisions
- 2.4 Public Engagement Plans** refers to a detailed procedure for including the public in particular circumstances requiring engagement
- 2.5 Stakeholders** means individual(s), organization(s) or group that has an interest in an issue, will be affected by an issue, or has the ability to affect a decision or outcome
- 2.6 Town** means Town of Vegreville
- 2.7 Town Manager** means the Chief Administrative Officer of the Town of Vegreville

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3.0 Responsibilities

3.1 Town Council:


- 3.1.1 Approve this policy and any amendments thereto.
- 3.1.2 Consider public input obtained through public engagement activities as part of their decision making process where applicable.
- 3.1.3 Ensure appropriate resources are available to solicit public engagement in accordance to this policy.

3.2 CAO:

- 3.2.1 Implements policy and approves procedures
- 3.2.2 Reports all finding of public engagement to Town Council
- 3.2.3 Reviews public engagement policy every 4 years
- 3.2.4 Ensures that the policy is adhered to by all employees, consultants and contractors hire to do public engagement on behalf of the Town of Vegreville
- 3.2.5 Evaluate the effectiveness of the public engagement policy and its procedures


3.3 Director of the Department to:

- 3.3.1 Ensure all public engagements adhere to this policy
- 3.3.2 Consult with CAO for procedures for engaging participation circumstances
- 3.3.3 Report all findings from public engagement to CAO and or Town Council

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4.0 Standards

- 4.1 Public engagement activities will be conducted in a professional and respectful manner
- 4.2 Public engagement plans will be considered early, allowing for ongoing and diverse opportunities to provide input
- 4.3 Stakeholders who participate in any manner of public engagement are required to be respectful and constructive in their participation
- 4.4 Stakeholders who are disrespectful, inappropriate or offensive, as determined by administration, may be excluded from public engagement opportunities
- 4.5 The results of public engagement will be made available to council and stakeholders in a timely manner in accordance with municipal policies.

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5.0 Principles of Public Engagement

- 5.1** Public Engagement is **PROACTIVE**: it is initiated early enough for participants to make informed decisions and impact the outcomes.
- 5.2** Public engagement is **RELEVANT** and **EFFECTIVE**: the process is planned, effectively communicated and implemented to encourage public participation and contribution in an appropriate manner
- 5.3** Public engagement is **EQUITABLE**: Members of the public are provided with a reasonable opportunity to contribute, developing a balanced perspective.
- 5.4** Public engagement is **CLEAR** and **FOCUSED**: The Town and the public understand their respective roles in a public engagement process, including the level of involvement and how input will be used to inform decisions
- 5.5** Public engagement is **INCLUSIVE**: it uses a range of methods to engage various audiences to maximize participation and improve the quality of feedback
- 5.6** Public engagement **INCREASES UNDERSTANDING**: Mutual understanding is increased through two-way interaction, where the information presented is easily understood by the intended audience
- 5.7** Public engagement is **RESPONSIVE** and **ONGOING**: Public engagement has an ongoing focus on relationship building, active listening, and increased understanding
- 5.8** Public engagement is **ACCOUNTABLE** and **TRANSPARENT**: Public engagement outcomes are measured, evaluated and reported in a timely manner

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6.0 Public Engagement Circumstances

6.1 Public Engagement is required when:


- 6.1.1 Legislation requires it
- 6.1.2 Council or Town Administration requests it

6.2 Public engagement may be required when:

- 6.2.1 Citizens or stakeholders request it
- 6.2.2 Citizens quality of life may be affected
- 6.2.3 The natural environment may be affected
- 6.2.4 Geographical communities or communities of interest may be affected
- 6.2.5 There are already strong views on the issue
- 6.2.6 Many people will be affected

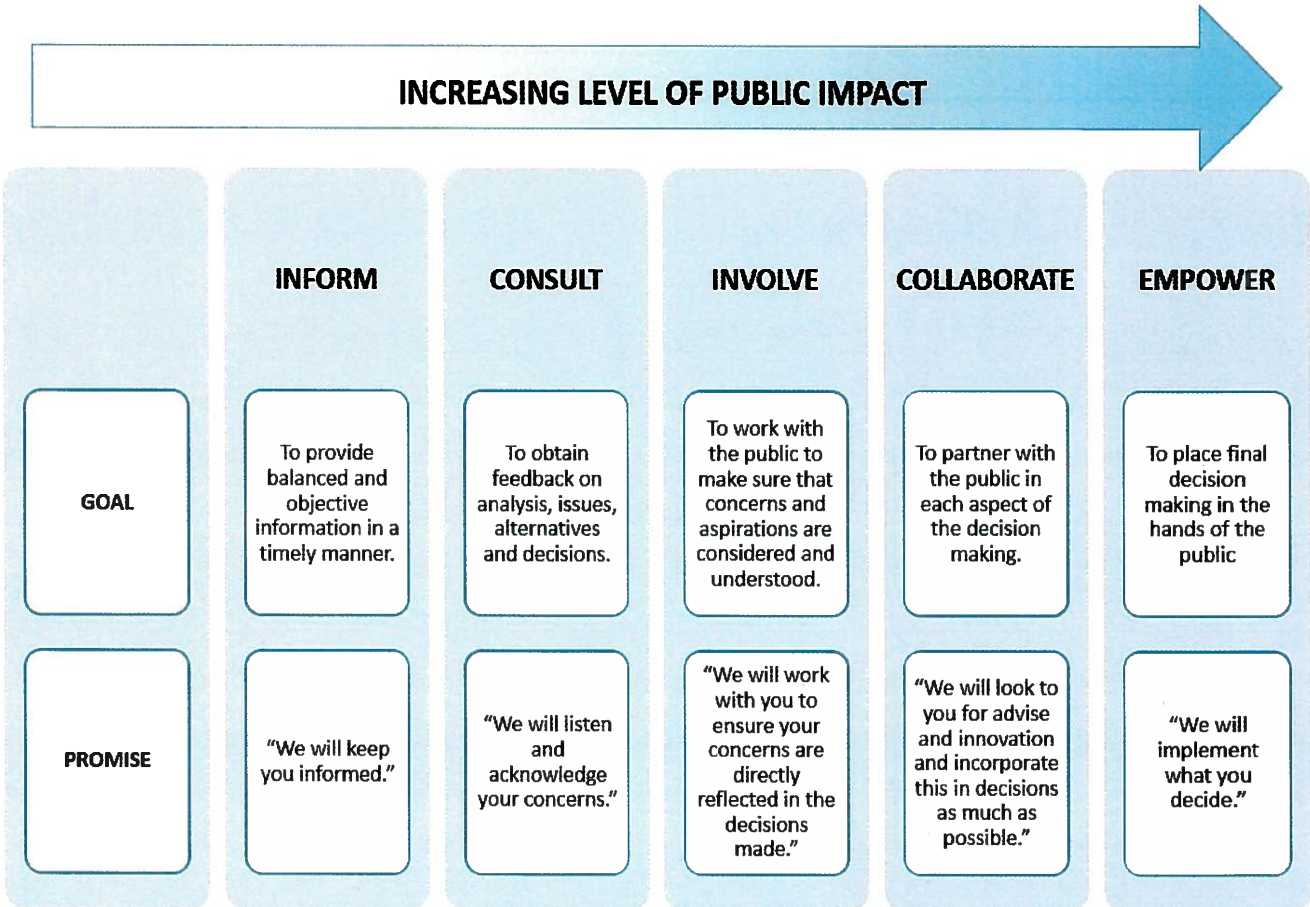
6.3 Public engagement is not required when


- 6.3.1 The decision is already made
- 6.3.2 The project or issue related decision has already been made
- 6.3.3 The issue related to the development of an administrative policy that does not require or involve public consultation
- 6.3.4 Stakeholder input will not be considered

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7.0 Public Engagement Spectrum


The public engagement continuum gives guidance to Town staff to determine the level of engagement for a particular project. The levels represent increasing degrees to which the public can impact the decision or outcome



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8.0 Special Situations

During times of Emergency or Crisis refer to the Emergency Management procedures

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9.0 End of Policy



Mayor Tim MacPhee



Cliff Craig CLGM, Town Manager